

## **VIDEO PRODUCTION COORDINATOR**

# **Purpose:**

To actively support and uphold the city's stated mission and values. To contribute to the fulfillment of the city's communication goals and objectives. To perform a variety of complex administrative and technical duties involved in the coordination, production and distribution of video productions and still photography relating to the city's public relations, communications, marketing, special projects and events.

### **Supervision Received and Exercised:**

Receives direct supervision from the Communication and Media Relations Manager.

Exercises functional and technical direction over freelance / contract employees.

#### **Essential Functions:**

Duties may include, but are not limited to, the following:

- Execute the fulfillment of Tempe 11-related goals and objectives developed by the Communication and Media Relations division, such as goals related to viewership.
- Schedule, provide functional direction and process payments for freelance contractors for coverage of meetings, events and other productions.
- Administer third-party contracts for Tempe 11 software and equipment needs.
   Interact with cable and satellite providers; provide assistance to the City Attorney's Office with contracts/leases in these areas.
- Administer and organize electronic distribution opportunities for Tempe 11 video productions.
- Schedule and assist internal/external groups who use the City Council Chambers; manage technical needs for the City Council Chambers, including camera, sound and lighting equipment, as well as the City Clerk's voting system. Advise city personnel on A/V equipment use and needs.
- Staff City Council meetings in the City Council Chambers and in the Tempe 11 control room; prepare electronic agendas for display at City Council meetings; assist

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speakers with presentations; staff other official meetings as needed, including select Boards and Commissions.

- Generate the channel's program guide; ingest and schedule programs.
- Program relevant and time-sensitive information for display on the Tempe 11 Bulletin Board.
- Perform minor maintenance on Tempe 11 equipment as required.
- Coordinate purchases and maintenance/repairs of Tempe 11 video production and editing equipment, including cameras, servers, editing software, control room equipment, Council Chambers' equipment, etc. Responsible for bid specifications and making recommendations for bid awards based on procurement guidelines.
- Monitor use of the portion of the division budget used for Tempe 11 equipment and contract employees.
- Prepare reports and statistical analyses of cable and online viewership.
- Maintain video and digital image libraries.
- Maintain the city's television market news monitoring, recording and clipping service for use by various departments.
- Collaborate with the City's Public Information Officers (PIOs), internal city employees and external communication partners to plan and execute creative approaches to communication needs through video productions and still photography. Assist with the video and photography needs of an assigned assortment of departments, in conjunction with city PIOs.
- Develop, write, coordinate and produce video productions for promotional, informational and training purposes. Research, locate and secure locations for productions. Transport and set up equipment for studio and location productions.
- Record and air major city press conferences. Provide audio, photographic and video support for city sponsored activities and events.
- Operate a variety of analog and digital audio-visual equipment, such as lighting instruments, microphones, mixers, video cameras, signal measurement processors, character generators and non-linear editors, etc.
- Work collaboratively among all members of the Communication and Media Relations
  Division to support the division and market the city as a whole. This includes, but is not

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limited to, serving a shared role in promoting the City of Tempe at community events or activities that may occur outside of typical operating hours.

Perform related duties as assigned.

**Minimum Qualifications:** 

**Experience:** 

Three years of professional-level experience in audio-visual, multimedia, and video production including proficiency with still photography and with word processing, graphics and digital editing computer software programs.

**Education:** 

Bachelor's degree from an accredited college or university with major course work in multimedia, video / broadcast production, telecommunications, educational media, or a degree related to the core functions of this position.

Licenses/Certifications:

Requires the possession of a valid driver's license at the time of application.

**Examples of Physical and/or Mental Activities:** 

Lift heavy objects

Work in stationary positions for long periods of time

Operate video equipment, computers, and other office machines

May require extended hours

**Competencies:** 

(Pending)

Job Code: 255

Status: FLSA Exempt / Classified

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